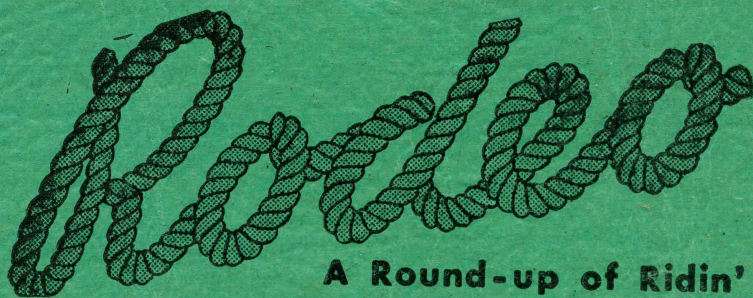


# SOUVENIR PROGRAM

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**3<sup>rd</sup> Annual Fairfield-Suisun**



A Round-up of Ridin'  
Ropin'-Rootin'-Tootin'-Fun



PRICE

10¢

**May 14 . 15, 1949**

*Sponsored By*

**The Fairfield-Suisun Chamber of Commerce**



# RODEO COMMITTEES

Frank Higgins . . . . . General Chairman  
 Dick Green, Curt Jensen . . . Co-chairmen Special Events  
 Manuel Castro, Bill Young . Co-chairmen Souvenir Program  
 Rex Clift . . . . . Chairman—Whiskerino—Parking—Traffic  
 Herman Freudenberg, Jr. . . . Ticket Sales and Concessions  
 Ellis Godfrey . . . . . Chairman Reception Committee  
 Spiro Gojkovich . . . . . Rodeo Arena Director  
 Jack Keeler . . . . . Rodeo Advisor  
 Roger B. McGinnis . . . . . Publicity  
 Jule Pritchard . . . . . Parade Chairman  
 Ray Simonds . . . . . Bleachers Committee Chairman  
 Andy Sorenson . . . . . Queen Committee Chairman

# BOARD of DIRECTORS

## FAIRFIELD-SUISUN CHAMBER OF COMMERCE

J. Ellis Godfrey . . . . . President  
 Manuel Castro . . . . . Vice-President  
 Clarence Pegar . . . . . Treasurer  
 Roger B. McGinnis . . . . . Secretary-Manager

## DIRECTORS

Bob Boardman	Frank Higgins	Ray Simonds
Ray Campbell	Clyde Jean	Andy Sorensen
Fred Collins	Louis Little	Charles Sullivan
Bernard Gillespie	Lionel Silveira	W. W. Woodard



# WELCOME TO

## Third Annual

# FAIRFIELD-SUISUN RODEO

## Saturday and Sunday, May 14-15, 1949



### **RODEO OFFICIALS**

General Chairman	-	-	-	-	Frank Higgins
Arena Director	-	-	-	-	Spiro Gojkovich
Rodeo Secretary	-	-	-	-	Marie Gomez
Timers	-	-	-	-	Trudy Castro and Shirley Jones
Judges	-	-	-	-	Fred Barry and Buster Ivory
Announcer	-	-	-	-	Bud Bentley
Pickup Men	-	-	-	-	Stanley Gomez and Jim Gallagher

This is an R. C. A. Approved Rodeo, and the sponsors have paid membership fee to R. C. A. Point Award System.



---

# In Appreciation

The Third Annual Fairfield-Suisun Rodeo is the result of the combined efforts of many groups, both civic and private, as well as individuals, who gave their time and thought to make it a success.

The Board of Directors of the Fairfield-Suisun Chamber of Commerce are deeply appreciative of this aid which has made possible the production of this community-wide event. They wish to express their thanks to all who have a part in it, but space will not permit them to name all who deserve such appreciation.

It is possible, however, to name a few who have been especially helpful this year; and as representatives of the people of our two communities, we extend through them our thanks to all whom we cannot name.

The Mayors and City Councils of Fairfield and Suisun, the Board of Supervisors, and the various Departments under their jurisdiction for the cooperation and spirit of helpfulness extended throughout the period of planning this event. The Police De-

partments, the Solano County Sheriff's Department and the California Highway Patrol for the efficient handling of traffic problems.

We also wish to express our appreciation to the business and professional people who assisted in the financing of this annual show through their advertisements in this booklet for without this help, which merits your recognition, we would have been sorely pressed for funds to carry on the early planning of this rodeo.

We wish to thank the firms who supply our materials and the volunteer workmen who put it all together.

Without the combined efforts of all these, no show such as the Third Annual Fairfield-Suisun Rodeo could be presented. With their aid it takes form as an outstanding event in local history.

Finally, our sincerest thanks to all of you present today who have helped to make this Rodeo a true success and an everlasting event for Solano County.

Fairfield-Suisun  
Chamber of Commerce

---

## RODEO SADDLE SHOP

Hyer Boots — H-Bar-C Western Clothes — Levy Pants and Shirts  
Tem Tex Shirts — Silver Saddles and Working Saddles

***"Drop in and see us — At least we can talk horse"***

152 Solano Ave., Vallejo

3rd and Randolph Streets, Napa

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## *Frank Higgins*



### **THIRD ANNUAL FAIRFIELD-SUISUN RODEO**

The Fairfield-Suisun Rodeo, now in its third consecutive year, has grown into a community-wide event with the support of townspeople and organizations working with the Chamber of Commerce to assure the success of this annual show.

Originally founded by three local men, the Annual Rodeo is sponsored this year by the Chamber of Commerce for the first time. We feel that the interest shown by our loyal friends entitles them to the finest in Rodeo entertainment.

No expense has been spared to bring you top flight rodeo—rodeo stock is being furnished by Jim Millerick and Glen Tylor of So-

noma—Fess Reynolds, nationally known rodeo clown and bull-fighter, will be on hand with his famous clowning antics—Highlights in thrills will be furnished by the Roman Riding Act performed by Don Reynolds who portrays Little Beaver in the popular Red Ryder Cine-Color Films produced by Equity Films of Hollywood.

There will be cowboys who are known throughout the rodeo world as bronc riders, Brahma bull riders, bulldoggers and ropers.

This promises to be a great show, and we sincerely hope that you will enjoy it because it is your show.

**RAIN OR SHINE—THE SHOW  
WILL GO ON!**

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# H. & H. FOUNTAIN

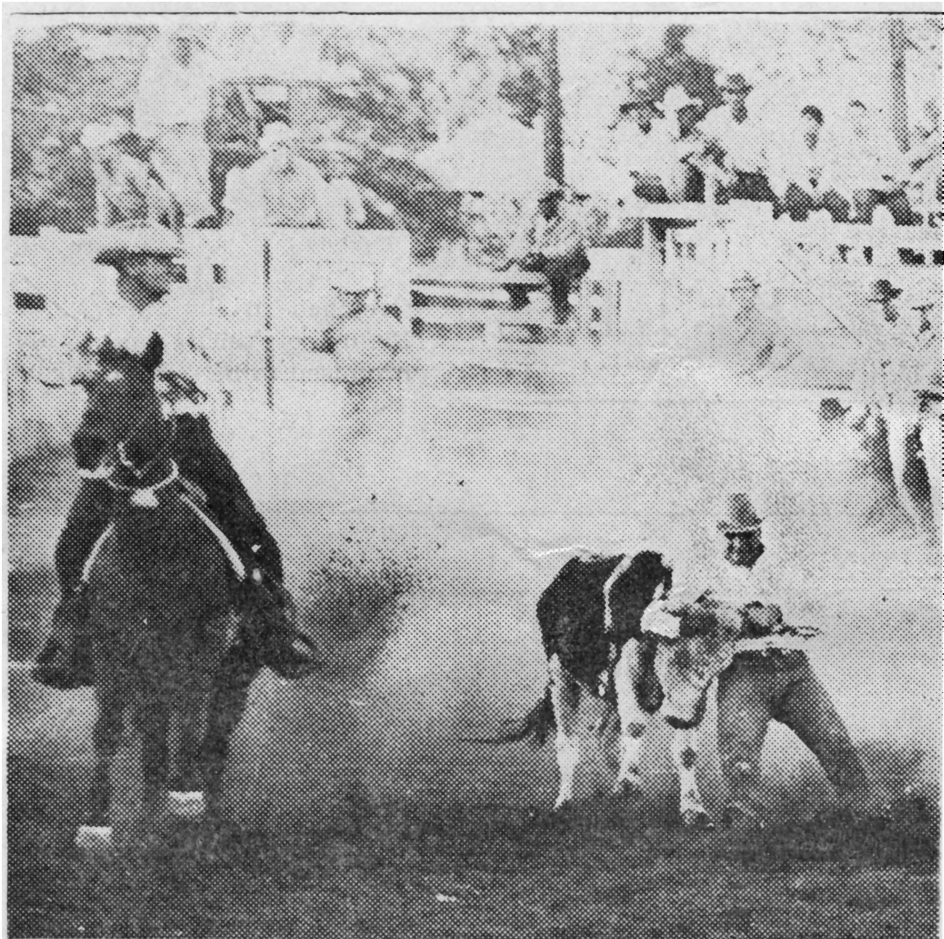
*"Always the Best"*

MORG HANNIGAN

700 Texas Street

FRANK HIGGINS

---



## Bulldogging... Spiro Gojkovich Digs In

---

*Now two stores to serve you . . .*

**SORENSEN ELECTRIC COMPANY**

Fairfield

**APPLIANCES**

Suisun

Across from Post Office

Across from the Plaza

---



# **SIMONDS APPLIANCES**

●  
*Radios  
Records  
Appliances*  
●

710 Jackson St. .... Fairfield

## ***Arena Director***



### **SPIRO GOJKOVICH**

One of the original founders of the Fairfield-Suisun Rodeo, has a background of several years of rodeo experience both as an outstanding contender and rodeo official.

### ***Compliments of ...***

**Mr. and Mrs. J. E. Serpas**

**Greyhound Lines**

Fairfield

## **Frank's Grocery**

***SUISUN'S  
FINEST***

**521 Main St.**

**Suisun**

**BUY YOUR WESTERN  
OUTFIT AT**

***Freitas Toggery***

**Hats, Shirts, Jeans, Boots**

**836 Texas St.**

**Fairfield**

**Phone 291**



*Compliments of . . .*

*Phil's*  
**MEN'S SHOP**

—dealers for—

*Florsheim Shoes*  
*Timely Clothes and*

1119 Texas St.      Fairfield  
Phone 647-W

**Manuel  
Castro**



**Welcomes You At**  
**Pioneer Market**

707 Main St.      Suisun

---

*Distributors for.....*

- *Acme*      ● *Lucky Lager*      ● *Wielands*
- *REGAL Pale*      ● *Blatz Beer*

HUCK BROS.

**BEVERAGES AND ICE**

Main Street — Fairfield, California

Warehouse Phone 123-W

Residence Phone 123-R

---



---

*Compliments of...*

**...GILLESPIE  
...CLEANERS**

**1250 Texas Street  
Fairfield**

---

*After the Show...*

**EAT AT  
RAY'S CAFE**

610 Main St.

Suisun

---

## ANNOUNCER



BUD BENTLEY, Rodeo Announcer, is from Livermore, Calif. Well known to rodeo fans throughout the rodeo world, Bud has been active in the announcing business for the past 20 years on the rodeo circuits, and he estimates that he has spoken before an aggregate audience of over 50 million people in that period of time.

---

*Compliments of...*

**THE APPAREL SHOP**

JACKSON STREET

FAIRFIELD

---

*Compliments of...*

**Sonoma Valley Wholesale Grocery Co., Inc**

---



## SOLANO THEATRE

*Offers 2 great shows  
to Rodeo visitors*

**"LUXURY LINER,"**

**Saturday, May 14**

**"RED STALLION IN THE  
ROCKIES"—(in color)**

**—and—**

**"SHAMROCK HILL"**

**Sunday, May 15**

## Freudenberg-Buick

**GMC Trucks**

**Parts and Service**

**Phone 165-W**

Texas Street

Fairfield

## Mayfield Hotel

SUISUN

***Your Home when Away  
from Home***

Styles Williams, Manager

# TERRY'S SPORTSMEN'S CLUB

**MEET YOUR FRIENDS AT THE**

**SPORTSMEN'S CLUB**

833 Texas Street  
Fairfield

FRANCIS TERRY  
GLADYS SILVEIRA



*Compliments of ...*

**ROCKVILLE  
GARDENS**

*Compliments of ...*

**SHELDON  
OIL COMPANY**

*Compliments of ...*

**Morris Furn. Store**

GREEN MORRIS

Main Street

Suisun

**John N. Shelley**

*Optometrist*

TITLE BUILDING  
FAIRFIELD

**Queen**



***Gina Gojkovich***

Queen Gina, Armijo High Student, was named winner of the county-wide rodeo queen contest following an intensive six-weeks' campaign.

***Godfrey's***

**Chevron Station**

401 Texas Street

**For a Soft Ride, Try Atlas  
Cushionaire Tires  
*Budget Terms***



*Compliments of...*

**Title Guaranty Co.  
of Solano County**

P. A. SMITH

TEXAS ST.      FAIRFIELD

**BARBOZA  
Mobil Gas Station**

JOE BARBOZA, Owner

***Taxi and Towing  
Service***

Phone 175

Fairfield

**Garben Hardware**

- ***Plumbing***
- ***Heating***
- ***Sheet Metal***

744 Texas St.

Fairfield

*Hickey's....*

**Brass Rail & Cafe**

***“Cowboys’ Corral”***

Texas Street

Fairfield

# WILSON MOTOR COMPANY

●  
FORD SALES  
AND SERVICE  
●

PHONE 330  
Texas Street      Fairfield

*Compliments of...*

## J. C. PENNEY COMPANY

Texas Street

FAIRFIELD

---

## PROGRAM

**Saturday, May 14**

Grand Entry	- - -	1.30
Queen Coronation		1.45
Rodeo	- - - -	2:00

**Saturday Night**

Roaring Gulch  
Dance  
Carnival

**Sunday, May 15**

Rodeo	- - - -	1:45
-------	---------	------

**Sunday Night**

Roaring Gulch  
Carnival  
Dance

---

## PROGRAM

**Event No. 1**

**First Go-round  
Bareback  
Bronc Riding**

Riding a bucking horse while seated in a saddle is one thing—trying the same stunt without a saddle on the slippery, uncovered back of a jumping, twisting, wild bronc, with no aid but the grip on a surcingle around the horse's body, is still another. A fast, colorful exciting event is bareback riding, with the cowboy required to remain aboard for eight seconds to make a qualified ride.



*Follow the Crowd  
to the...*

## **FOOD FAIR**

JOHN CAMPOS

A Complete Market Under  
One Roof!

Texas St.

Fairfield

**INSURANCE**  
**Fire—Auto—Life—Bonds**

## **Young Insurance Agency**

and

## **Real Estate**

WOOD YOUNG  
VERNON YOUNG  
GEORGE TOMASINI

**Phone Fairfield 390**

---

## **A Cowboy's Paradise**

# **Mac's Tavern**

LEO McINNIS, Proprietor

Texas Street

Fairfield

---

# JENSEN MOTOR COMPANY

**"PONTIAC"**

445 Texas Street  
Fairfield, California

**TELEPHONES**

**654-W      145-W**  
**USED CARS**

*Welcome to the  
RODEO...*

## EVANS & PYLE

HARDWARE  
APPLIANCES

**"The Friendly Store"**

Texas Street      Fairfield

## PROGRAM

**Event No. 2**

**First Go-round  
Calf Roping**

Calf roping has developed into the most scientific of western sports—requiring skill, speed, agility and horsemanship. With the calf given a 15-foot start, the cowboy is required to pursue him, rope the calf and then while his horse holds the rope taut, dismount, throw the calf on his side and tie three feet together.

This event is a race against time, taken between the drop of the first flag as the horse leaves the barrier, and the drop of the field judge's flag as the cowboy signals his tie is complete. In the event that the cowboy leaves the barrier before the first flag is dropped, he is automatically fined ten seconds.

*Much Success for a  
SWELL SHOW!*

**Compliments of**

## THE HYDE COMPANY



*The...  
Cowboy's  
Choice...*

## **THE OASIS**

Mixed Drinks—  
Fine Foods—  
Wines...

MA DREITH  
SUISUN Phone 359

## **American Trust Co.**

*Fairfield Branch*

*Banking Since 1854*

Douglas Beasley, Manager

We fix anything but a broken heart. Give us two weeks time and we  
will fix that also

## **FAIRFIELD BODY AND FENDER WORKS**

424 Madison Street

Fairfield

## **SUISUN BAIT & TACKLE SHOP**

*Sporting Goods . . . Outboard Motors . . . Bait*  
Paul Bender, Proprietor Suisun

*After the Rodeo . . .*

*Stop At*

## **C H E S T E R ' S**

*Compliments of . . .*

## **ALLEN'S FAMILY SHOE STORE**

ALLEN A. RADIN, Owner

726 Webster St., Fairfield

*Compliments of —*

## **SERVICE GARAGE**

**JOE PAOLI**

Texas and Jefferson Streets  
Fairfield

**Telephone 174**

**GENERAL TIRES**

**WILLARD BATTERY**

*Compliments of ...*

## **Fairfield Market**

E. R. FREITAS, Prop.

**Texas Street**

**Fairfield**

## **THE Diamond Match Co.**

California Timber and Lumber  
Operations

**Texast Street**

**Fairfield**

R. L. WRIGHT, Manager

**PHONE 69**

## **PROGRAM**

**Event No. 3**

### **First Go-round Saddle Bronc Riding**

Each cowboy draws the horse he is to ride before the show. A plain halter and a bucking rein is held by one hand. The rider is forbidden to change hands during the ride or balance himself by touching any part of the horse or equipment with the free hand. He must leave the chute with both feet in stirrups and spurs against the horse's shoulders; must spur with both feet; and keep his feet in action during the entire ten seconds of the ride.



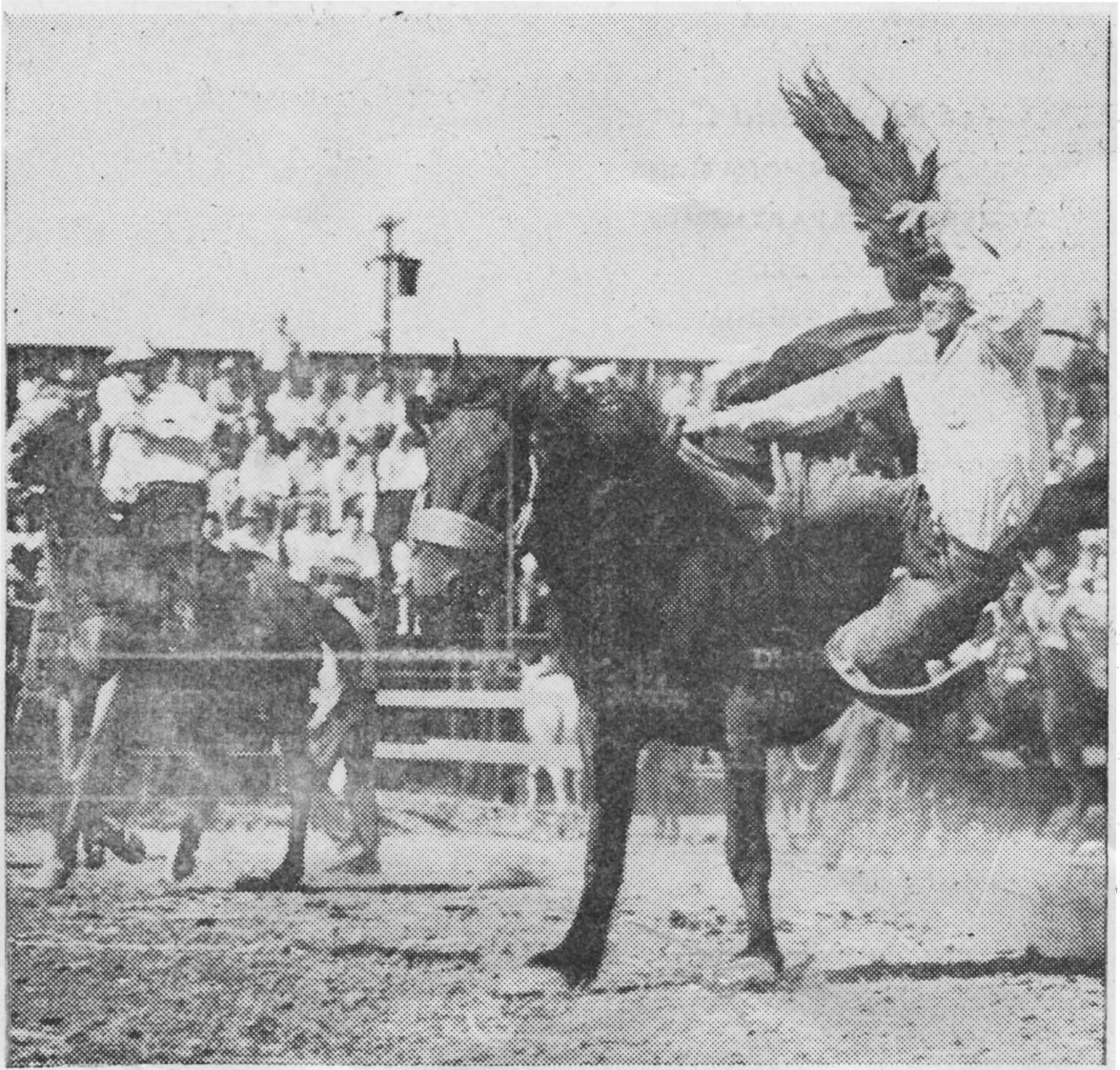
## **FAIRFIELD TAXI**

**F. COEHLO**

**PHONE 124**



# "BUCKING BRONC"



Stanley Gomez takes off

## BLACK SWAN

1½ Miles West of Fair-  
field on Highway 40

## Bechtold's Richfield Service

Washing, Lubrication, Tires  
Polishing, Batteries  
Accessories

Phone 517

Fairfield

Telephone 316-W

Cool Comfort

***De Luxe Motel and Cafe***

**TRANSIENT ACCOMMODATIONS**

— and —

**KITCHENETTE APARTMENTS**

RASMUSSEN BROS.

De Luxe Cabineers    Fairfield, Calif.

*Compliments of ...*

**SUISUN BODY &  
FENDER WORKS**

712 Main St.

Suisun



*Compliments of ...*

**First National Bank**

*of*

**Fairfield, California**

***Commercial and***

***Savings Bank***

W. C. ROBBINS, Sr., Pres.

**Fairfield Bakery**

WITHERS & EBEL

***Specialties for All  
Occasions***

741 Texas St.

Fairfield



# TIME SHEET

## CALF ROPING

Roper

Time

[illegible]

# BULL DOGGING

# Dogger

Time

This image shows a full page of handwriting practice paper. It features ten identical rows of horizontal dashed lines, each consisting of three parallel lines. The first row is positioned at the top of the page, and the last row is at the bottom. There are no margins or additional markings on the page.

## TEAM ROPING

## Team

Time

100

## BULL RIDING

1st Place.

### 2nd Place

3rd Place.

4th Place.

## BRONC RIDING

1st Place.

2nd Place.

### 3rd Place.

4th Place.

## BAREBACK RIDING

1st Place.

## 2nd Place.

### 3rd Place.

4th Place.



## LITTLE BEAVER

Don "Little Brown Jug" Reynolds who portrays the part of Little Beaver in the popular Red Ryder Cine-Color films, was given special release to appear at the Fairfield-Suisun Rodeo by Producer Jerry Thomas of Equity Films, Inc., of Hollywood.

---

**Bank of America**  
NATIONAL TRUST AND SAVINGS ASSOCIATION

**SUISUN BRANCH**

W. C. ROBBINS, Jr.  
Branch Manager

*Compliments of ...*

**Solano County  
Grocery Company**

920 Texas St.      Fairfield

*Compliments of ...*

**D. J. Donovan**

1047 Ohio Street

Distributor For  
**Sacramento Bee**

---

# *Rockville Tavern*

MARTY AND MILLIE MURATORI

**COCKTAILS      -      ITALIAN DINNERS**

**PHONE 26-F-11**

***4 Miles West of Fairfield on Old Highway***

---



## ***Queen Attendant***



**DORIS BEDAL**

Sponsored by the Airmen's  
Club of Suisun.

## ***Compliments of ...***

HARRY THIESSEN

**Fairfield Feed &  
Poultry Sup. Store**

## **GENERAL GARAGE...**

F. J. BRENNAN

326 Texas

Fairfield

## **LIONEL'S**

***Drugs  
Stationery***

**PHONE 54-W**  
**Main Street Suisun**

## ***Queen Attendant***



**DARLENE WATSON**

Sponsored by the Red Top  
Dairy of Vallejo.

**Joe F. Soares**  
***General Insurance***

**PHONE 242**  
**Fairfield, California**

## **Queen Attendant**



**MARTHA DE GRACIA**

Sponsored by the Pioneer  
Market, Suisun.

## **New China Cafe**

***Chinese and American  
Dishes***

Orders to Take Home Our  
Specialty

Main Street

Suisun

***Everything for the  
Sportsman***

**Fairfield . . . .  
Sport Shop**

**J. & J. GEREVAS**

714 Jackson St.

Fairfield

***Welcome to the*  
3RD ANNUAL RODEO  
Sprouse-Reitz Store**

**FAIRFIELD**

**A. E. HARVEY, Manager**

***Compliments of . . .***

**Noah Adams  
Lumber Company**

**RALPH GILBERT, Manager**

***Fine Liquors and Food  
Dancing Nightly***

**Coronado Inn**

**2008 NAPA ROAD  
VALLEJO**

**ARLINGTON  
HOTEL . . . .**

**KENNETH HEALY  
Manager**

626 Main St.

Suisun

## ***Service Cleaners***

Mr. and Mrs. Stanley Krahel

- ***Dressmaking***
- ***Alterations***

716 Jackson St.      Fairfield  
Phone 38-J

## **Vaughn & Roberts**

½ Mile West of Fairfield on  
Highway 40

- Wheel Adjustment
- Brake Service
- Tire Recapping
- Wheel Balancing

## ***Compliments of ...***

**Arthur Garben**

***Real Estate and  
Insurance***

744 Texas St.      Fairfield

## **DELUXE CAFE**

FAIRFIELD

**Fine Food... Beer**

**FREE PARKING**

## ***Compliments of ...***

**WOODARD  
CHEVROLET  
COMPANY**

## ***Queen Attendant***



**VELMA SIMMONS**

## **Liberty Market**

FAIRFIELD

offer

***Quality Meats and  
Groceries***

Sponsored by the Knights of  
Pythias, Suisun Lodge 111



---

## **WHEN YOU WANT...**

● Replacement Parts    ● Garage Equipment    ● Machine Shop Service

### **NATIONAL AUTO PARTS COMPANY**

947 Texas Street

Phone 766

Fairfield, California

CHARLES H. MILLER, Manager

---

## **WITT'S BARBER SHOP**

BUTCHES TO HOLLYWOODS ARE OUR SPECIALTY

Texas Street

Fairfield

*"The Place to Go — 2 Doors from the Show"*

---

## **SOLANO COUNTY TITLE COMPANY**

Main Office, Fairfield

***Title Insurance***

Escrow Office, Vallejo

***Escrows***

HOWARD L. ROLOFF, President

GARRY C. REES

Secretary and Manager

R. W. BOARDMAN

Vice-President

---

## **AFTER THE RODEO IT'S THE**

# **"WESTERN CLUB"**

SPIRO GOJKOVICH

MARK WADHAMS

## **YOUR COWBOY HEADQUARTERS**

***DRAUGHT BEER***

***POOL and SNOOKER***

---

Serving the Best in Mixed  
Drinks

## STERLING'S TAVERN

S. Robinson, Proprietor  
627 Main St. Suisun  
**PHONE 579**

Success to the ...

## RODEO LEE BELL

## PROGRAM

### *Event No. 4*

### *Steer Wrestling*

The steer dashes across the starting line, the cowboy on horseback on one side of the steer, while his hazer, riding on the opposite side of the animal, tries to keep the animal running in a straight line.

Perfect timing is required as the cowboy leaps from his horse to hook his arms over the steer's horns. His boots dig into the dirt as he forces the steer to stop, and then in a hand to horn wrestling match he forces the animal to lay flat on its side, all four feet outstretched in the same direction. Plenty of thrills and spills are promised to be seen in this event.

---

FIRST IN NEWS

FIRST IN PICTURES

## SOLANO COUNTY COURIER

Fairfield-Suisun's Leading Newspaper

Full Coverage of Tolenas, Cordelia and Waterman Park

**Fairfield Office in Starmer Building — Commercial Printing**

Texas Street

Fairfield

---

*Compliments of ...*

## AIRLINE CAFE

---

# PROGRAM

## *Event No. 5*

### *Team Roping*

Here is the actual range work of the cowboy during branding time at the roundups. The so-called "header" comes out of the barrier, the same as the calf roper, and attempts to rope the steer by the horns or head, anchoring his lariat to his saddle horn. Then his partner, called the "heeler," comes in and attempts to rope one or both of the steer's hind legs.

The team is fined five seconds if only one leg is snared. This is also a race against time, the best between two flags. A "broken barrier" is also a ten second fine as in the calf roping event.

*Welcome to the Rodeo!*

## Modern Vending Service

FAIRFIELD

Crowell and Corsetti

*After the Show . . .*

## PALACE GRILL

Texas Street

Fairfield

My Best Wishes . . .

## JACK KEELER



*Relax . . . Refresh with Coke*



5¢

**Rodger's  
Coca Cola  
Bottling Co.**

1243 Florida St.

VALLEJO

BOTTLED UNDER AUTHORITY OF THE COCA-COLA COMPANY BY



# PROGRAM

## *Event No. 6*

### *First Go-round Brahma Bull Riding*



Brahma bull riding is regarded as most dangerous of all cowboy sports—a feat demanding nerve, blind courage—and sheer luck! His only hold is a tight clutch on a loose rope around the animal's middle. The cowboy must keep one hand in the air and keep both feet “scratching” as he tries to stay on board for eight seconds.

The rider's troubles are not quite over when he bucks off or rides the bull for the eight seconds. That's when his troubles begin, as the Brahma bull, a sacred animal of India, will fight at anything that moves. Many a cowboy has been injured by these fighting bulls.

---

*Compliments oof*

# Hunter's Drug Store

*The Rexall Drug Store*  
**QUALITY DRUGS**

Texas Street

Phoone 106-W

---

## CHATEAU CAFE

**OPEN ALL NIGHT — ALWAYS GOOD FOOD**  
**Steaks and Chops Our Specialty**

Lila Lawton, Proprietor

423 E. Texas St.

Fairfield, Calif.

---

---

Sterling Silver, Inlaid Buckle

— *for* —

**BEST ALL-AROUND COWBOY**

**Third Annual Fairfield-Suisun Rodeo**

*furnished by*

***Rodeo Saddle Shop***

1526 Solano Avenue

Vallejo

STEVE BONOVICH, Proprietor

---

---





# RODEO FANS!

*After the show,*

*There are places to go - - - -*



Gala dance and entertainment at the

## Roaring Gulch!

Fireman's Hall

*Texas and Jefferson Streets*



Fun and Gayety at

## Gold Coast Shows

*Texas and Great Jones*



YOU'RE INVITED TO ATTEND

*the*

Third Annual FAIRFIELD-SUISUN

• BOAT RACES •

JULY 31

SUISUN

• • •  
Fast, thrilling, exciting, dangerous races  
staged by the

NAPA BOAT CLUB

• • •  
Don't miss the second inter-city racing event  
between Fairfield and Suisun riders.

• • •  
*Sponsored by the  
Fairfield-Suisun Chamber of Commerce*